

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1.-14. (Cancelled)

15. (New) An information display device comprising:

a display which is driven by a voltage applied thereto and which has a memory effect;

a slot which enables a storage medium to be inserted in and ejected from the information display device, the storage medium being stored with image data to be displayed on the display;

a storage medium driving circuit for reading the image data from the storage medium set in the slot;

an internal memory for storing the image data read from the storage medium;

a display driving circuit for driving the display by applying a voltage in accordance with the image data stored in the internal memory;

a power source section for supplying electric power to the display driving circuit and the storage medium driving circuit; and

a control section which inhibits the display driving circuit and the storage medium driving circuit, respectively, from performing a display updating operation and from performing an image data reading operation simultaneously, the display updating operation being performed by application of a driving pulse voltage including a reset pulse voltage for resetting a previously displayed image.

16. (New) An information display device according to claim 15, wherein the control section inhibits the storage medium driving circuit from performing an image data reading operation until the display driving circuit completes a display updating operation

performed by application of a driving pulse voltage including a reset pulse voltage for resetting a previously displayed image.

17. (New) An information display device according to claim 15, wherein the display comprises liquid crystal which exhibits a cholesteric liquid crystal phase and makes a display by switching the liquid crystal between a planar state and a focal-conic state.

18. (New) An information display device according to claim 15, wherein the power source section includes a booster circuit.

19. (New) An information display device according to claim 15, wherein the power source section supplies electric power from a battery.

20. (New) An information display device according to claim 17, wherein the liquid crystal is capable of making a color display.

21. (New) An information display device according to claim 15, wherein the display comprises a plurality of screens.

22. (New) An information display device according to claim 15, further comprising an open/close member for setting the display to an open state wherein the display is exposed and to a closed state wherein the display is covered.

23. (New) An information display device according to claim 15, wherein the display is capable of displaying intermediate tones.

24. (New) An information display device comprising:  
a display which is driven by a voltage applied thereto and which has a memory effect;

a display driving circuit for driving the display by applying a voltage to the display, the display driving circuit being capable of operating in a first mode wherein the display is updated intermittently and in a second mode wherein the display is updated

continuously;

at least one peripheral device;

a power source section for supplying electric power to the display driving circuit and the peripheral device; and

a control section which, in the second mode, inhibits the display driving circuit and the peripheral device, respectively, from updating and from operating concurrently, the display updating being performed by application of a driving pulse voltage including a reset pulse voltage for resetting previously displayed information.

25. (New) An information display device according to claim 24, wherein the at least one peripheral device is a sound reproducing device for reproducing sound in accordance with information displayed on the display.

26. (New) An information display device according to claim 24, wherein in the second mode, the display is driven by a driving pulse voltage comprising a reset step of resetting a display layer of the display, a selection step of selecting a desired display state and an evolution step of evolving the display layer to evolve to the selected state.

27. (New) An information display device according to claim 24, wherein the control section inhibits the peripheral device from operating while the display driving circuit repeats the display updating operation performed by applying a driving pulse voltage including a reset pulse voltage for resetting previously displayed information.

28. (New) An information display device according to claim 24, wherein the display comprises liquid crystal which exhibits a cholesteric phase and makes a display by switching the liquid crystal between a planar state and a focal-conic state.

29. (New) An information display device according to claim 24, wherein concurrently driving the at least one peripheral device and the display driving circuit causes an unstable operation.

30. (New) An information display device according to claim 24, wherein driving of the at least one peripheral device while the display driving circuit is driving the display causes an unstable operation.

31. (New) An information display device comprising:  
a display which is driven by a voltage applied thereto and which has a memory effect;  
a storage medium stored with image data to be displayed on the display;  
a storage medium driving circuit for reading the image data from the storage medium, the storage medium driving circuit comprising a motor for driving the storage medium and a head for reading image data from the storage medium;  
a display driving circuit for driving the display by applying a voltage in accordance with the image data read from the storage medium;  
a power source section for supplying electric power to the display driving circuit and the storage medium driving circuit; and  
a control section which inhibits the display driving circuit and the storage medium driving circuit, respectively, from currently performing a display updating operation and an image data reading operation, the display updating operation being performed by application of a driving pulse voltage including a reset pulse voltage for resetting a previously displayed image to the display.

32. (New) An information display device according to claim 31, wherein the display comprises liquid crystal which exhibits a cholesteric phase and makes a display by switching the liquid crystal between a planar state and a focal-conic state.

33. (New) An information display device comprising:  
a display which is driven by a voltage applied thereto and which has a memory effect;  
a display driving circuit for driving the display by applying a voltage to the display;  
at least one peripheral device, simultaneous driving of the at least one peripheral

device and the display driving circuit causing an unstable operation;

a power source section for supplying electric power to the display driving circuit and the at least one peripheral device, the power source section including a booster circuit for raising the voltage supplied from a battery; and

7- a control section which inhibits the display driving circuit and the peripheral device, respectively, from performing a display updating operation and from operating simultaneously, the display updating operation being performed by application of a driving pulse voltage including a reset pulse voltage for resetting a previously displayed image to the display.

34. (New) An information display device according to claim 33, wherein the display comprises liquid crystal which exhibits a cholesteric phase and makes a display by switching the liquid crystal between a planar state and a focal-conic state.

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